

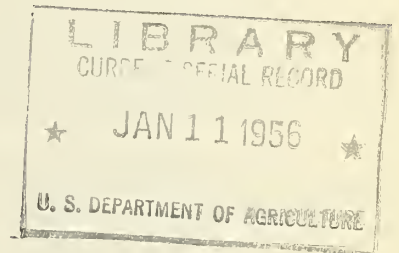
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Consumer Purchases of **SELECTED FRUITS AND JUICES**

**BY REGIONS AND RETAIL OUTLETS
JULY-SEPT. 1955**



**UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
WASHINGTON, D. C.**

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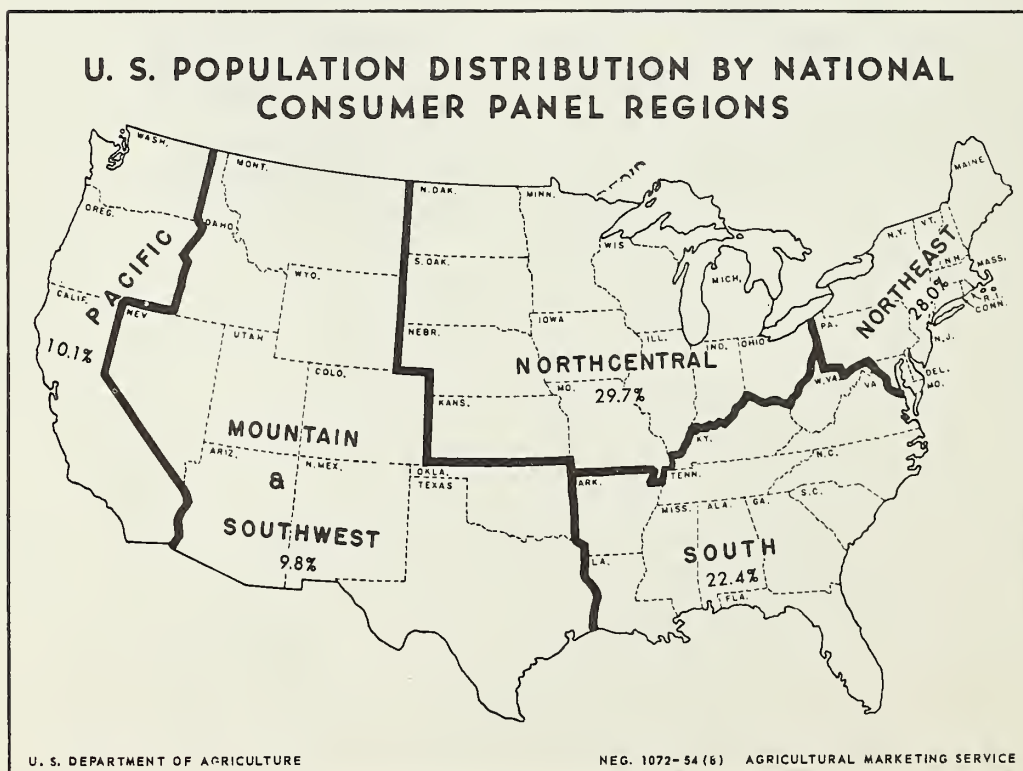
November 1955

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades.¹ These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 5,800 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946 (RMA, Title II).



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES, BY REGIONS
AND RETAIL OUTLETS, JULY-SEPTEMBER 1955

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets.

SUMMARY

Sizable increases in volume of purchases of frozen concentrated orange juice during July-September 1955, compared with a year earlier, were reported by householders in the North Central, Pacific, and Southern regions. Smaller purchases in the Mountain-Southwest and Northeast regions partially offset increases in other regions, resulting in total household purchases about 6 percent larger than a year earlier.

Record high purchases of frozen concentrate for lemonade were reported by householders in all geographic regions during July-September 1955. Larger purchases than a year earlier were reported in all major types of retail food outlets, the greatest relative increase being for national chain stores. Prices paid averaged 2 cents a 6-ounce can lower than in July-September 1954.

Total household purchases of canned single-strength juices during July-September 1955 were about 7 percent larger than in the same period last year. Larger purchases compared with a year earlier were reported for each canned single-strength juice carried in this report except for grapefruit and tomato juices, for which smaller purchases were reported. Larger total purchases of canned single-strength juices were reported in all geographic regions except the Pacific, where purchases of canned single-strength juices were about 5 percent lower than a year earlier. Independent food stores accounted for a slightly smaller volume of householders' purchases of canned single-strength juices than during July-September 1954. Gains in householders' purchases of canned single-strength juices, compared with a year earlier, were shown for both national and regional chain food stores.

Prices paid by householders averaged lower than during July-September 1954, except for grapefruit juice, for which the price was almost unchanged, and tomato juice, for which slightly higher prices were paid than a year earlier.

Although household purchases of canned single-strength orange-ade during July-September 1955 were smaller than a year earlier in the Northeast, Mountain-Southwest, and South, larger purchases in the North Central and Pacific regions resulted in total purchases about 7 percent larger than during July-September 1954. Prices paid averaged .7 cent a 46-ounce can lower than a year earlier.

Householders' purchases of fresh citrus fruits during July-September were generally higher than in the same quarter last year. Orange purchases were considerably larger, and lemon purchases slightly larger than a year earlier. Fresh grapefruit purchases were about a tenth smaller than during July-September 1954.

Household purchases of fresh oranges during July-September were larger than a year earlier in all geographic regions, with the most significant increase in the South. Chain food stores accounted for a larger share of total fresh orange purchases than during the same period last year. Lower prices than a year earlier were reported paid for both California and Florida oranges.

Fresh grapefruit purchases were either unchanged from or lower than a year earlier in all geographic regions except the South, where purchases were slightly higher. Of the three major types of retail food outlets, regional chain stores alone did not experience reduced grapefruit purchases compared with a year earlier. Prices paid for fresh grapefruit averaged slightly higher than last year.

Householders in all geographic regions except the South and Mountain-Southwest purchased larger quantities of fresh lemons than a year earlier. National and regional chains accounted for larger shares of total household purchases compared with July-September 1954. The average price paid for all fresh lemons was down slightly compared with a year ago.

FROZEN JUICES AND ADES

Purchases of frozen concentrated orange juice by United States householders during July-September 1955 were about 6 percent larger than in the same period of 1954. Compared with a year earlier, increased purchase volumes were reported in the North Central, Southern, and Pacific regions, while slightly lower purchases were reported in the Northeast and Mountain-Southwest. The largest percentage increase was in the Pacific region, where purchases were about 27 percent larger than the year before. Per capita purchases in the Northeast continued to be well above those in other regions despite a slight decline of total purchases in this area (table 1).

Independent food stores accounted for 27 percent of the total purchases of frozen concentrated orange juice reported by householders during July-September 1955--unchanged from a year earlier. Chain food stores--national and regional combined--accounted for 70 percent of total purchases, also unchanged from a year earlier. Regional chains, however, accounted for a slightly larger share of

this market than last year. Prices paid averaged 16.2 cents a 6-ounce can, almost unchanged from a year earlier (table 2).

Householders bought almost two-fifths more frozen concentrated grape juice during July-September than in the same quarter a year earlier. The largest relative increase was reported in the Southern region, where purchases were almost 9/10 larger than last year. Although increased purchases were reported in all types of retail food stores, the largest increase was in national chains. Prices paid averaged about 2 cents a 6-ounce can lower than last year.

Household purchases of frozen concentrate for lemonade during July-September were up about 50 percent from a year earlier. This increase reflects record high monthly purchases previously reported in July and August. Purchases were above a year earlier in all regions, with the largest increases reported in the Northeast and North Central regions (table 3).

Chain food stores accounted for a slightly larger percentage of householders' purchases of frozen concentrate for lemonade during July-September than in the same period the year before. The independent food stores' share of the market declined from 29 to 25 percent. Prices paid by householders during July-September for frozen concentrate for lemonade averaged 13.6 cents a 6-ounce can--2 cents less than a year earlier (table 4).

A moderate increase in purchases of canned single-strength orangeade was reported by householders during July-September compared with the corresponding quarter of 1954. Purchase volumes about two-fifths larger than a year earlier were reported in the North Central and Pacific regions. Larger purchases in these two regions, however, were offset somewhat by smaller purchases in other geographic regions. Families in the Pacific region reported larger per capita purchases during July-September 1955 than any other region. Prices reported paid for canned single-strength orangeade averaged 26.4 cents a 46-ounce can compared with 27.1 cents last year.

Independent food stores accounted for about 30 percent of total household purchases of canned single-strength orangeade during July-September--unchanged from the same quarter last year. The volume of purchases reported in national chain stores was slightly lower than a year earlier, reducing this outlet's share of the total market slightly from a year ago. Regional chains accounted for a slightly larger share of householders' purchases than in July-September 1954 (table 5).

CANNED JUICES

Household purchases of canned single-strength orange juice in July-September 1955 were up about a tenth from the same period last year. A sharp increase compared with a year earlier was reported in the Northeast, with moderate increases in the North Central, South, and Mountain-Southwest. Purchases in the Pacific region, however, were almost a fourth lower than during July-September 1954 (table 6).

Although household purchases during July-September were larger than a year earlier in all major types of retail outlets, gains were greatest for national chain stores. Prices reported paid for orange juice averaged 31.4 cents a 46-ounce can--about 2 cents lower than in July-September 1954. Average prices paid, by type of outlets in which purchases were made, ranged from a low of 29 cents a 46-ounce can in national chain stores to 32.9 cents in "other" outlets (table 7).

During July-September 1955, household purchases of canned single-strength grapefruit juice in the United States were slightly lower than in the same period last year. Increased purchases in the Northeast, South, and Mountain-Southwest failed to offset decreased purchases in the North Central and Pacific regions (table 9). Among the major retail food outlets, a larger volume of purchases than a year earlier was reported only in national chain stores. Both independent food stores and regional chain stores accounted for a smaller volume of household purchases of canned grapefruit juice than during July-September 1954 (table 10).

The average price paid by householders in July-September for canned grapefruit juice--24.2 cents a 46-ounce can--was almost unchanged from a year earlier. Average prices reported paid, however, ranged from 22.2 cents a 46-ounce can for purchases in national chains to 26.6 cents in independent stores, and from 23.2 cents a 46-ounce can in the Southern region to 25.9 cents in the Mountain-Southwest region (table 11).

Orange-grapefruit blended juice purchases reported by householders in July-September were almost a fourth larger than in the same quarter a year earlier. Purchase volumes were up sharply in the Northeast, North Central, and South. Smaller purchases, however, were reported in both the Pacific and Mountain-Southwestern regions. Prices paid averaged about 1.4 cents a 46-ounce can lower than a year earlier.

Household purchases of orange-grapefruit blended juice in national chain food stores were up more than 50 percent compared with a year earlier. National chain stores accounted for about 37 percent of total purchases of orange-grapefruit blended juice

in July-September, compared with about 30 percent in July-September 1954. There was little change, however, from the previous quarter, April-June 1955, in the proportion of total purchases accounted for by the three major outlets (table 12).

Household consumers reported slightly larger purchases of canned and bottled lemon juice during July-September than in the same period of 1954. Slightly lower prices were reported paid by householders.

Larger purchases of lemon juice than a year earlier were reported in national and regional chains, but about the same volume as last year was reported purchased in independent food stores.

Householders during July-September continued to report buying considerably more canned pineapple juice than during the same period a year earlier. The largest relative increase in purchases was reported in the North Central region, where purchases were almost three-fifths larger than in July-September 1954. Household consumers reported paying 4 cents less per 46-ounce can than last year. Larger volumes of pineapple juice than a year earlier were purchased in each of the three major types of outlets. Only national chains accounted for a larger share of total purchases than during the same quarter of 1954.

Tomato juice purchases during July-September 1955 were about 9 percent smaller than in the same period last year. Purchases were smaller than a year earlier in all geographic regions except the Pacific, where larger purchases were reported. Household purchases in independent food stores showed a sharp drop compared with a year earlier, while only slight declines in purchases were reported in chain food outlets.

Householders' purchases of prune juice during July-September were almost a tenth larger than a year earlier despite smaller purchases in the Northeastern and Pacific regions. Prices paid were slightly lower.

Canned grape juice purchases during July-September were also about a tenth larger than in the same period a year earlier. Prices reported paid were slightly lower than last year (table 13).

FRESH CITRUS FRUIT

Householders' purchases of fresh oranges in the United States during the July-September 1955 quarter were about a fourth larger than during the same quarter a year ago. Purchases of both California-Arizona and Florida oranges were up about 31 percent from July-September 1954. California-Arizona oranges accounted for

almost three-fourths of the total purchases reported by householders during July-September 1955 (table 15).

Purchases of oranges by householders were larger during July-September than a year ago in all regions, with the greatest percentage increase in the South. Per capita purchases in the South, however, continued to be well below those reported in other regions (table 16).

Larger purchases of fresh oranges than a year earlier were reported for all types of retail food outlets. An increase in the chain stores' share of the fresh orange market is reflected by the fact that these stores accounted for 50 percent of all household purchases during July-September, compared with 40 percent reported a year earlier. Regional and national chain food stores combined accounted for about one-half of the reported purchases of both Florida and California-Arizona oranges (table 17).

Prices reported paid for both California-Arizona and Florida oranges during July-September were lower than a year earlier. Householders in areas nearest the sources of supply, the Southern and Pacific regions, reported paying lower prices for all oranges than householders in other regions during July-September 1955 (table 18).

Household consumers bought about 10 percent less fresh grapefruit in July-September than in the corresponding period a year earlier. Almost all of this decrease was accounted for by reduced purchases of California-Arizona grapefruit. Purchases were almost unchanged or lower in all geographic regions except the South, where they were slightly higher (table 20). Householders reported paying an average of \$1.08 per dozen during July-September--slightly higher than a year earlier. Average prices paid by householders during July-September ranged from about 91 cents a dozen in the Pacific region to about \$1.29 a dozen in the Mountain-Southwest region (table 21).

Compared with a year earlier, householders reported a smaller volume of purchases in independent and national chain food stores, the same volume in regional chains, and a larger volume in other outlets (table 22). National chains accounted for only 10 percent of householders' purchases of fresh grapefruit during July-September 1955, compared with 15 percent in the same period of 1954.

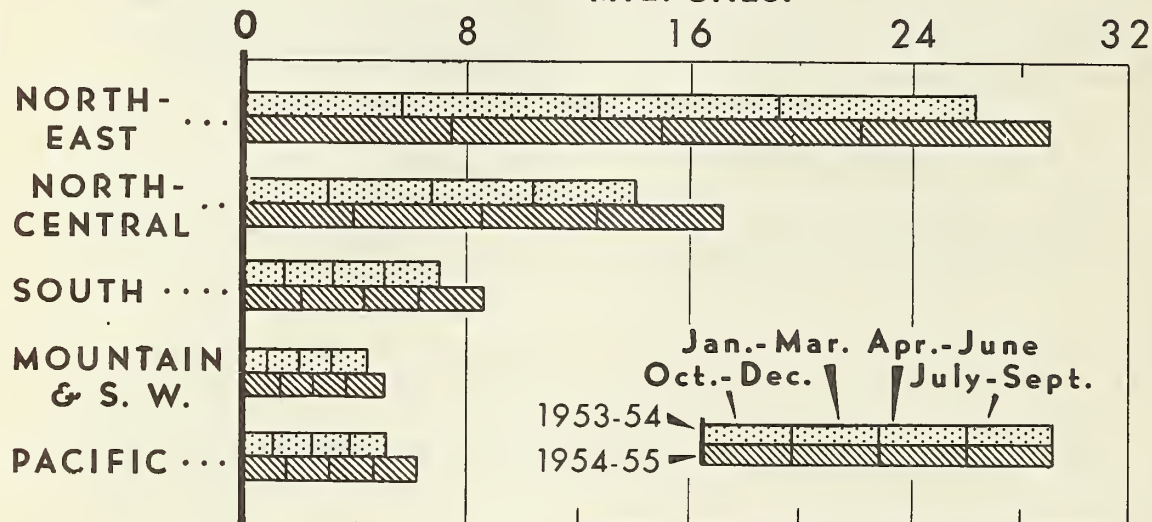
A slightly larger volume of fresh lemons was purchased by householders during July-September than in the same period last year. Larger purchases were reported in all regions except the Southern and Mountain-Southwestern, where smaller volumes were bought (table 24).

Despite larger purchases of lemons during July-September compared with the same period last year, independent food stores accounted for a smaller volume of purchases than a year earlier. Chain food stores accounted for a larger volume of householders' purchases than during July-September 1954. National and regional chain food stores combined accounted for 50 percent of total consumer purchases of fresh lemons in July-September, compared with 45 percent a year ago. Householders reported paying an average of about 42 cents a dozen for fresh lemons during July-September 1955--a slightly lower price than a year earlier (table 25).

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, by Regions

MIL. GALS.



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

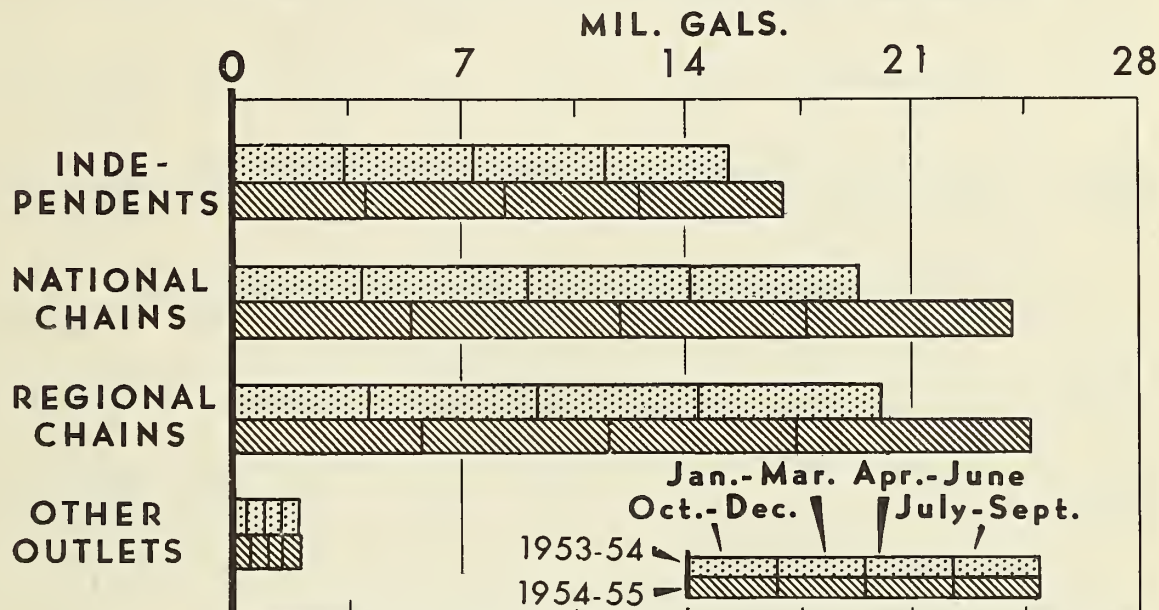
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Figure 1

Table 1.-- Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	11,718	5,672	2,941	1,369	740	996	18.5	18.5	18.6	17.8	18.8	18.5
January-March	15,263	7,042	3,878	1,751	1,150	1,442	14.7	14.7	14.4	14.4	15.6	14.9
April-June	14,412	6,500	3,665	1,777	1,120	1,350	15.0	15.3	14.9	14.6	15.5	14.6
July-September	15,548	7,115	3,735	2,052	1,386	1,260	16.7	16.5	17.1	16.4	17.0	16.6
Total	56,941	26,329	14,219	6,949	4,396	5,043						
1954-55												
October-December	15,974	7,483	3,857	1,991	1,238	1,405	15.9	15.4	16.4	15.5	16.7	16.0
January-March	17,115	7,401	4,660	2,194	1,222	1,638	14.5	14.2	14.4	14.0	15.6	15.2
April-June	16,328	7,241	4,168	2,048	1,278	1,593	15.3	15.0	15.6	14.8	15.7	15.7
July-September	16,484	6,957	4,426	2,202	1,294	1,605	16.2	16.4	16.3	15.5	16.7	16.1
Total	65,901	29,082	17,111	8,435	5,032	6,241						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1953-54												
October-December	16.9	17.3	16.6	16.6	16.4	17.2	76.1	129.6	64.1	40.2	48.1	67.5
January-March	20.0	20.0	20.2	20.0	19.0	20.5	98.9	160.7	84.6	50.8	74.7	97.7
April-June	19.0	18.8	19.3	18.7	18.1	20.2	92.8	147.3	79.1	51.4	72.3	90.9
July-September	17.7	17.7	17.2	18.7	18.0	17.4	97.7	163.6	82.6	54.2	82.5	79.9
1954-55												
October-December	19.1	19.3	18.0	20.2	19.1	19.1	99.7	171.0	84.0	52.3	74.0	89.1
January-March	20.3	20.3	20.5	21.2	19.5	19.6	106.7	170.1	102.1	56.2	74.8	103.0
April-June	19.4	19.7	18.8	20.5	19.6	18.9	101.1	164.3	90.0	52.7	77.9	100.0
July-September	18.9	18.6	18.9	19.5	18.5	19.3	102.9	160.0	96.8	56.9	78.6	101.4

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

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Figure 2

Table 2.-- Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	gallons	gallons	gallons	gallons								
1953-54												
October-December	3,440	3,832	4,046	11,718	20.2	17.7	18.0	18.5	15.8	17.7	17.0	16.9
January-March	4,001	5,349	5,355	15,263	16.7	13.6	14.4	14.7	17.5	21.5	20.0	20.0
April-June	3,906	5,010	5,002	14,412	16.8	14.4	14.5	15.0	17.7	19.6	19.1	19.0
July-September	4,139	5,244	5,669	15,548	18.3	15.7	16.1	16.7	15.9	18.8	18.2	17.7
Total	15,486	19,435	20,072	56,941								
1954-55												
October-December	4,107	5,517	5,791	15,974	17.7	14.9	15.3	15.9	16.9	20.5	19.5	19.1
January-March	4,231	6,533	5,891	17,115	16.3	13.3	14.2	14.5	17.5	22.8	20.2	20.3
April-June	4,202	5,777	5,859	16,328	16.8	14.4	14.9	15.3	17.3	21.0	19.5	19.4
July-September	4,513	5,307	6,177	16,484	17.4	15.7	15.8	16.2	17.1	19.8	19.4	18.9
Total	17,053	23,134	23,718	65,901								

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 3.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	559	161	119	62	87	130	17.6	17.7	18.5	18.6	18.1	15.9
January-March	397	109	99	1/	58	89	17.7	17.3	18.9	1/	19.1	15.4
April-June	2,584	835	1,005	243	241	260	16.4	16.5	16.5	17.1	17.2	14.1
July-September	3,763	1,189	1,161	359	429	625	15.6	16.1	16.2	16.5	16.4	13.4
Total	7,303	2,294	2,384	706	815	1,104						
1954-55												
October-December	568	131	142	47	83	165	15.7	16.6	16.4	16.4	17.2	14.0
January-March	493	132	116	1/	83	130	15.9	16.4	16.4	1/	16.7	14.8
April-June	3,038	1,142	993	294	266	343	14.2	14.7	14.0	14.3	14.9	13.2
July-September	5,783	2,203	1,904	427	446	803	13.6	14.2	13.8	13.8	14.3	12.1
Total	9,882	3,608	3,155	800	878	1,441						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1953-54												
October-December	12.9	12.4	12.4	11.2	14.9	13.8	3.6	3.7	2.6	1.8	5.7	9.0
January-March	12.5	11.3	13.1	1/	12.6	13.2	2.6	2.5	2.2	1/	3.7	6.0
April-June	14.1	13.6	16.0	14.8	13.5	16.3	16.6	18.9	21.7	7.0	15.6	17.5
July-September	15.9	14.4	16.3	14.4	15.7	18.1	23.6	27.3	25.7	9.5	25.5	39.6
1954-55												
October-December	14.8	12.5	16.1	14.3	15.2	15.2	3.5	3.0	3.1	1.2	5.0	10.5
January-March	14.1	12.7	14.6	1/	14.3	15.1	3.1	3.0	2.5	1/	5.1	8.2
April-June	16.9	16.3	17.8	15.9	15.6	17.9	18.8	25.9	21.5	7.6	16.2	21.5
July-September	18.5	17.5	19.6	18.2	17.0	19.3	36.1	50.7	41.7	11.0	27.1	50.8

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 4.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets
	ies			1/	ies			1/	ies			1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	157	133	206	559	19.8	17.0	16.7	17.6	12.0	12.6	13.0	12.9
January-March	142	90	137	397	19.7	17.3	15.9	17.7	12.5	11.8	12.3	12.5
April-June	695	831	999	2,584	18.3	15.6	15.9	16.4	13.1	15.6	15.4	14.8
July-September	1,092	1,234	1,355	3,763	17.1	15.0	14.8	15.6	14.2	16.8	16.7	15.9
Total	2,086	2,288	2,707	7,303								
1954-55												
October-December	170	194	170	568	16.9	15.1	14.9	15.7	12.7	15.5	15.7	14.8
January-March	150	177	141	493	17.5	15.2	15.0	15.9	13.9	14.2	13.2	14.1
April-June	763	1,015	1,172	3,038	15.5	13.5	13.7	14.2	15.5	17.2	17.2	16.9
July-September	1,433	2,027	2,168	5,783	15.1	12.8	13.1	13.6	16.3	19.8	18.7	18.5
Total	2,516	3,413	3,651	9,882								

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 5.-- Canned "single-strength" orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases								
	United States	Region					Retail outlet ^{1/}		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent : groceries	National : chains	Regional : chains
		1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}
1953-54									
October-December	966	158	283	326	119	3/	376	340	245
January-March	956	184	280	258	162	72	412	333	210
April-June	1,228	275	419	267	165	102	417	458	348
July-September	1,483	342	435	334	219	153	444	569	456
1954-55									
October-December	1,070	274	248	286	169	93	277	395	384
January-March	1,066	220	303	219	191	133	307	369	350
April-June	1,356	211	521	270	210	144	448	421	457
July-September	1,584	234	611	332	190	217	475	552	503
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1953-54									
October-December	28.2	27.8	28.7	27.6	29.6	3/	29.6	27.3	27.5
January-March	28.8	28.5	29.0	28.6	29.2	28.1	29.6	28.0	28.5
April-June	27.8	27.8	27.5	28.5	28.6	27.1	29.1	27.0	27.4
July-September	27.1	28.0	27.2	27.5	26.2	26.4	27.7	26.6	26.8
1954-55									
October-December	28.2	28.7	29.0	27.9	28.3	26.8	29.4	27.2	28.1
January-March	28.1	28.4	29.1	28.3	27.4	27.4	29.0	27.3	28.1
April-June	27.3	28.1	27.3	27.5	27.3	26.5	27.9	26.3	27.4
July-September	26.4	27.4	26.4	27.3	26.2	25.3	27.3	25.6	26.2
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1953-54									
October-December	62.6	62.1	66.0	58.2	61.7	3/	65.9	62.9	58.2
January-March	61.6	62.3	63.1	59.4	60.0	64.0	63.3	63.5	56.2
April-June	63.5	65.5	65.3	56.7	62.5	71.6	66.0	63.7	61.0
July-September	63.5	62.2	64.9	53.0	68.0	77.1	65.2	65.9	59.6
1954-55									
October-December	61.9	64.9	58.1	58.2	62.0	73.2	61.1	69.0	56.7
January-March	61.5	62.8	56.4	56.7	64.2	72.8	64.0	65.6	56.4
April-June	66.1	62.6	71.6	57.3	67.6	68.2	67.6	67.8	64.2
July-September	69.3	62.9	75.4	57.3	65.5	86.0	73.6	73.4	62.7
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}			
1953-54									
October-December	6.2	3.6	6.1	9.6	7.7	3/			
January-March	6.2	4.3	6.1	7.5	10.5	4.8			
April-June	7.9	6.2	9.1	7.7	10.5	7.0			
July-September	9.3	7.9	9.6	8.8	13.0	9.7			
1954-55									
October-December	6.7	6.3	5.4	7.5	10.1	5.9			
January-March	6.6	5.1	6.6	5.6	11.7	8.4			
April-June	8.4	4.8	11.3	6.9	12.8	9.0			
July-September	9.9	5.4	13.4	8.6	11.5	13.7			

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

^{2/} Equivalent cases of 24 No. 2 cans--432 ounces per case.

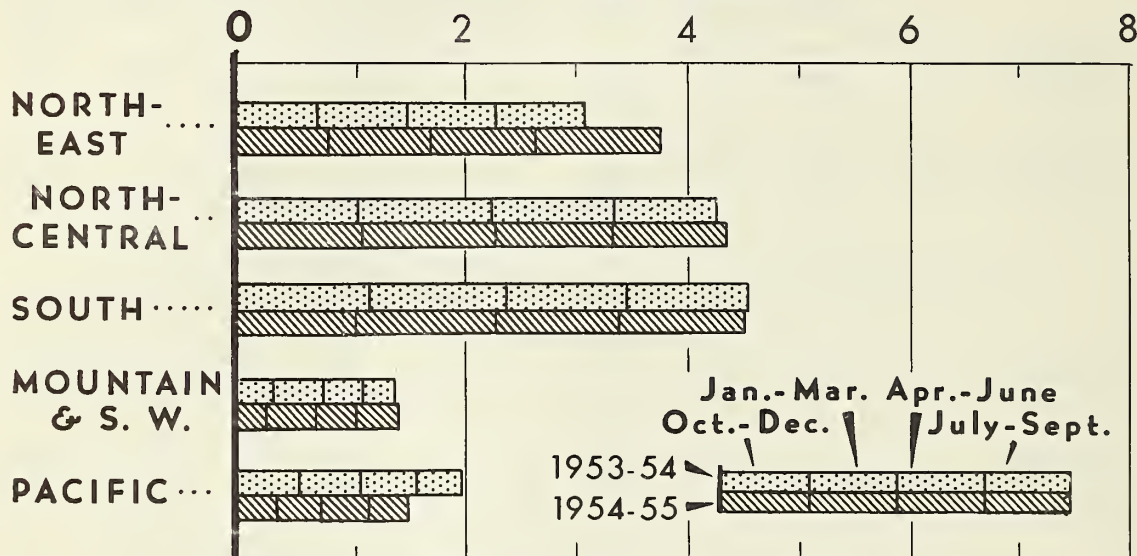
^{3/} Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

CANNED ORANGE JUICE

Consumer Purchases, by Regions

MIL. CASES*



* EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1466-55 (11) AGRICULTURAL MARKETING SERVICE

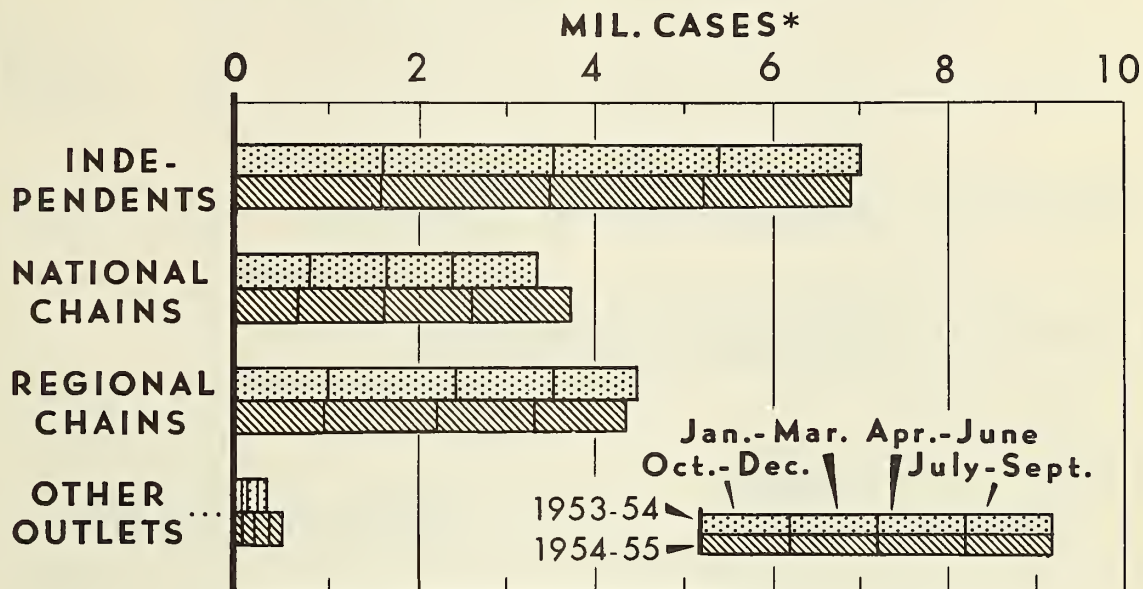
Figure 3

Table 6.-- Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	3,618	697	1,009	1,107	295	510	33.0	32.2	32.7	31.1	36.7	36.9
January-March	4,214	782	1,240	1,260	419	513	31.0	30.6	29.8	29.5	33.6	36.9
April-June	3,835	811	1,086	1,076	341	521	30.8	30.9	30.1	29.3	33.1	33.2
July-September	3,534	788	908	1,082	316	440	33.6	33.3	33.8	31.5	35.4	36.4
Total	15,201	3,078	4,243	4,525	1,371	1,984						
1954-55												
October-December	3,381	743	1,053	993	254	333	32.5	31.6	31.7	30.6	36.6	37.3
January-March	4,210	941	1,219	1,285	393	372	30.3	29.1	29.7	29.2	33.3	33.4
April-June	3,924	948	1,063	1,093	389	431	30.5	28.9	30.2	29.8	32.7	32.9
July-September	3,910	1,114	977	1,136	347	336	31.4	30.1	31.2	30.6	33.2	35.5
Total	15,425	3,751	4,312	4,507	1,383	1,472						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	55.0	57.7	58.2	52.4	58.9	47.0	23.5	15.9	22.0	32.5	19.3	34.6
January-March	59.6	58.1	65.7	54.0	66.0	57.9	27.3	17.9	27.0	36.5	27.3	34.7
April-June	57.4	59.4	63.2	52.5	58.0	52.2	24.7	18.4	23.4	31.1	22.0	35.0
July-September	53.8	55.9	54.6	53.8	49.4	54.1	22.2	18.1	20.1	28.6	18.8	27.9
1954-55												
October-December	56.0	56.7	62.4	54.3	51.8	51.1	21.1	17.1	23.0	26.1	15.2	21.1
January-March	59.4	59.9	65.6	58.4	55.2	54.1	26.3	21.6	26.7	33.0	24.0	23.4
April-June	58.8	58.9	62.1	56.7	58.3	58.2	24.3	21.5	23.0	28.1	23.7	27.1
July-September	57.2	62.3	57.5	57.0	54.8	50.4	24.4	25.6	21.4	29.3	21.1	21.2

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1467-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 4

Table 7.-- Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

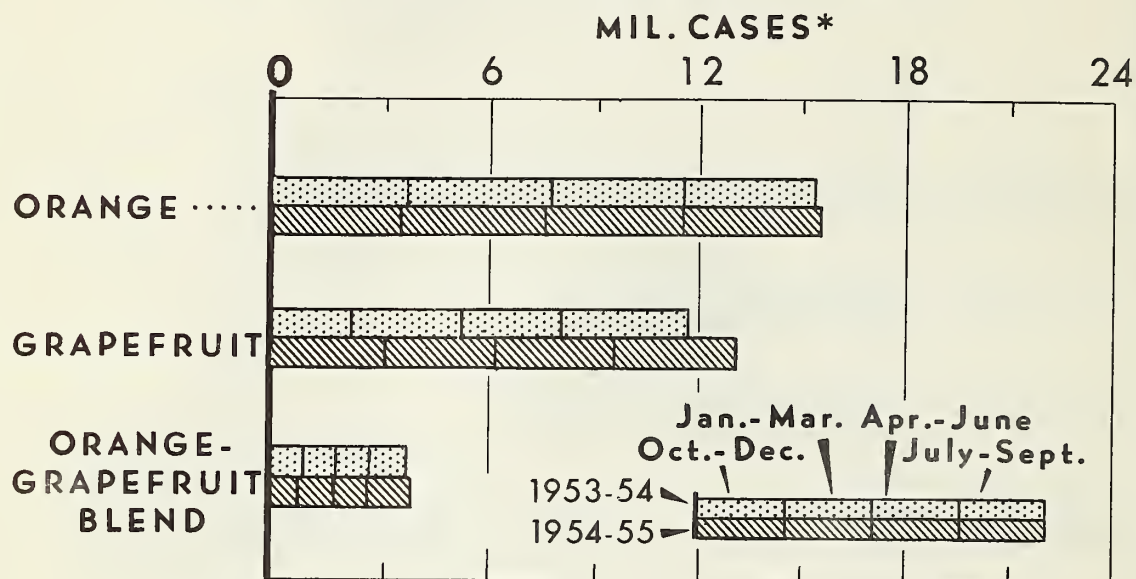
Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries:	chains	chains	outlets:	groceries:	chains	chains	outlets:	groceries:	chains	chains	outlets:
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	cases 2/	cases 2/	cases 2/	cases 2/								
1953-54												
October-December	1,640	824	1,099	3,618	34.9	30.8	32.1	33.0	54.2	55.9	55.9	55.0
January-March	1,940	845	1,306	4,214	33.1	28.6	29.4	31.0	57.4	62.6	59.2	59.6
April-June	1,845	808	1,098	3,835	32.9	28.0	29.6	30.8	54.9	62.0	57.7	57.4
July-September	1,603	831	1,018	3,534	35.3	31.6	32.6	33.6	50.6	57.9	56.8	53.8
Total	7,028	3,308	4,521	15,201								
1954-55												
October-December	1,577	735	971	3,381	34.4	29.8	31.4	32.5	53.1	61.1	57.8	56.0
January-March	1,943	870	1,255	4,210	32.1	27.0	28.8	30.3	57.5	62.1	61.9	59.4
April-June	1,691	998	1,090	3,924	32.6	27.5	29.3	30.5	55.3	64.4	59.4	58.8
July-September	1,656	1,086	1,030	3,910	33.1	29.0	30.5	31.4	54.7	60.0	58.9	57.2
Total	6,867	3,689	4,346	15,425								

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1468-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 8.-- Canned citrus juices: Consumer purchases by quarters,
October-December 1953 to date

Period	Orange		Grapefruit		Orange-grapefruit blend	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	cases 1/	cases 1/	cases 1/	cases 1/	cases 1/	cases 1/
October-December	3,381	3,618	3,060	2,323	824	914
January-March	4,210	4,214	3,097	2,983	971	938
April-June	3,924	3,835	3,436	2,813	984	973
July-September	3,910	3,534	3,495	3,591	1,099	887
Total	15,425	15,201	13,088	11,710	3,878	3,712

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 9.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	2,323	607	533	493	278	412	27.2	26.3	27.1	26.0	28.0	29.3
January-March	2,983	706	813	653	328	483	24.7	24.3	23.5	23.8	26.7	26.8
April-June	2,813	689	728	648	347	401	23.1	23.0	23.1	21.5	24.0	24.8
July-September	3,591	979	1,019	717	371	505	24.1	23.2	23.4	23.1	26.0	26.0
Total	11,710	2,981	3,093	2,511	1,324	1,801						
1954-55												
October-December	3,060	790	791	656	356	467	24.2	23.5	23.2	23.5	25.6	25.9
January-March	3,097	863	764	620	367	483	25.0	24.7	24.9	24.3	25.4	25.9
April-June	3,436	959	916	697	421	443	24.7	23.4	24.0	23.3	26.4	26.9
July-September	3,495	1,012	882	763	397	441	24.2	23.4	23.5	23.2	25.9	25.7
Total	13,088	3,624	3,353	2,736	1,541	1,834						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	61.1	63.9	59.3	57.4	69.1	59.4	15.1	13.8	11.5	14.5	18.1	27.9
January-March	65.9	62.6	74.2	58.2	60.8	73.2	19.4	16.1	17.8	19.0	21.3	32.7
April-June	66.0	63.9	71.7	62.5	66.4	65.0	18.1	15.7	15.7	18.7	22.4	27.0
July-September	65.1	66.1	71.8	61.8	59.4	65.0	22.6	22.5	22.5	18.9	22.1	32.0
1954-55												
October-December	62.4	62.8	68.0	60.3	58.4	62.1	19.1	18.0	17.2	17.3	21.3	29.6
January-March	62.6	60.3	66.5	64.6	59.6	62.1	19.3	19.8	16.7	15.9	22.5	30.4
April-June	66.5	64.1	73.1	67.1	65.9	62.1	21.3	21.8	19.8	18.0	25.6	27.8
July-September	66.8	66.9	72.0	66.9	63.6	63.6	21.8	23.3	19.3	19.7	24.1	27.9

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 10.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets	Indepen- dent groceries	National chains	Regional chains	All retail outlets	Indepen- dent groceries	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	774	745	761	2,323	29.5	25.4	26.8	27.2	56.4	64.4	63.4	61.1
January-March	1,011	1,005	899	2,983	27.3	22.9	23.6	24.7	59.3	74.7	65.3	65.9
April-June	938	931	902	2,813	25.9	21.5	22.0	23.1	59.3	74.4	65.6	66.0
July-September	1,247	1,165	1,135	3,591	26.5	21.9	23.4	24.1	61.2	71.3	65.5	65.1
Total	3,970	3,846	3,697	11,710								
1954-55												
October-December	1,046	1,042	932	3,060	26.6	21.8	23.7	24.2	56.4	69.1	65.3	62.4
January-March	1,110	1,021	904	3,097	27.2	22.9	24.3	25.0	57.4	67.6	64.2	62.6
April-June	1,223	1,284	880	3,436	27.3	22.4	23.9	24.7	61.1	71.9	68.2	66.5
July-September	1,135	1,376	947	3,495	26.6	22.2	23.8	24.2	60.5	76.2	65.1	66.8
Total	4,514	4,723	3,663	13,088								

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 11.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	914	363	265	102	2/	132	30.8	29.3	31.2	28.6	2/	35.2
January-March	938	372	299	98	2/	125	27.8	25.7	27.4	27.7	2/	32.0
April-June	973	358	326	147	2/	103	27.4	26.2	27.6	26.0	2/	31.1
July-September	887	363	227	128	41	128	30.0	28.4	30.8	26.8	32.5	33.6
Total	3,712	1,456	1,117	475	176	488						
1954-55												
October-December	824	371	234	84	2/	96	29.7	27.5	30.1	27.5	2/	34.1
January-March	971	423	272	110	53	113	27.8	25.9	28.4	26.6	31.3	30.4
April-June	984	372	321	141	57	93	28.0	26.1	28.0	26.1	32.3	31.8
July-September	1,099	506	307	168	38	80	28.6	27.7	28.4	26.8	32.2	32.8
Total	3,878	1,672	1,134	503	187	382						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	51.4	51.3	55.1	54.9	2/	40.9	6.0	8.3	5.8	3.0	2/	8.9
January-March	57.9	59.4	61.7	55.3	2/	49.5	6.1	8.4	6.5	2.8	2/	8.5
April-June	58.3	52.6	61.4	69.9	2/	51.6	6.2	8.1	7.0	4.2	2/	6.9
July-September	51.8	50.6	50.5	67.7	45.4	48.1	5.6	8.3	5.0	3.4	2.4	8.1
1954-55												
October-December	52.1	56.8	49.9	55.2	2/	45.5	5.1	8.5	5.1	2.2	2/	6.1
January-March	59.5	59.3	61.3	69.8	61.4	50.2	6.1	9.7	6.0	2.8	3.2	7.1
April-June	59.2	57.3	67.3	64.7	56.2	48.5	6.1	8.4	6.9	3.6	3.5	5.8
July-September	56.7	56.2	59.1	66.8	46.7	48.0	6.9	11.6	6.7	4.3	2.3	5.1

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 12.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent : groceries	National : chains	Regional : chains	All : retail outlets	Independent : groceries	National : chains	Regional : chains	All : retail outlets	Independent : groceries	National : chains	Regional : chains	All : retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	304	305	286	914	33.7	29.3	29.6	30.8	47.3	56.0	52.5	51.4
January-March	291	325	305	938	30.8	26.5	26.6	27.8	54.4	58.6	60.9	57.9
April-June	304	355	306	973	30.5	25.1	26.9	27.4	52.3	67.8	56.0	58.3
July-September	296	263	318	887	32.8	27.3	28.8	30.0	49.8	58.1	49.5	51.8
Total	1,195	1,248	1,215	3,712								
1954-55												
October-December	252	235	332	824	32.7	26.4	28.9	29.7	48.4	55.8	54.3	52.1
January-March	289	316	349	971	31.6	24.7	26.5	27.8	56.0	60.2	61.2	59.5
April-June	264	378	323	984	31.9	24.7	27.2	28.0	54.0	62.6	59.8	59.2
July-September	299	411	373	1,099	31.9	26.2	27.9	28.6	51.4	58.8	60.2	56.7
Total	1,104	1,340	1,377	3,878								

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 13.- Canned single-strength juices: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, July-September 1955

Item	Consumer purchases								
	United States	Region					Retail outlet ^{1/}		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}
Orange	3,910	1,114	977	1,136	347	336	1,656	1,086	1,030
Grapefruit	3,495	1,012	882	763	397	441	1,135	1,376	947
Orange-grapefruit blend	1,099	506	307	168	38	80	299	411	373
Lemon	295	109	114	33	12	27	88	98	101
Grape	689	254	137	97	98	103	187	241	250
Pineapple	4,639	1,893	954	768	445	579	1,265	1,571	1,735
Prune	1,704	850	357	261	139	97	529	464	688
Tomato	4,960	1,828	1,223	666	491	752	1,430	1,587	1,854
Total ^{3/}	23,176	8,615	5,564	4,126	2,192	2,679	7,266	7,444	8,030
Average price per can ^{4/}									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Orange	31.4	30.1	31.2	30.6	33.2	35.5	33.1	29.0	30.5
Grapefruit	24.2	23.4	23.5	23.2	25.9	25.7	26.6	22.2	23.8
Orange-grapefruit blend	28.6	27.7	28.4	26.8	32.2	32.8	31.9	26.2	27.9
Lemon	12.5	13.0	13.1	14.6	16.9	11.0	12.5	12.1	12.3
Grape	33.8	31.7	33.9	33.8	35.1	35.1	37.6	30.7	33.4
Pineapple	27.1	26.7	28.5	28.3	28.6	24.0	29.1	26.0	26.3
Prune	32.8	31.3	34.3	33.9	34.6	32.5	34.4	32.1	32.1
Tomato	26.7	27.5	26.9	27.7	27.6	24.3	28.4	25.3	26.2
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Orange	57.2	62.3	57.5	57.0	54.8	50.4	54.7	60.0	58.9
Grapefruit	66.8	66.9	72.0	66.9	63.6	63.6	60.5	76.2	65.1
Orange-grapefruit blend	56.7	56.2	59.1	66.8	46.7	48.0	51.4	58.8	60.2
Lemon	16.3	15.5	21.0	13.1	12.5	15.0	15.6	16.8	16.5
Grape	29.1	27.2	24.7	25.9	35.6	34.3	28.4	30.0	28.8
Pineapple	58.3	56.0	62.7	53.9	56.1	65.1	55.7	61.5	58.2
Prune	38.1	39.2	37.3	36.4	40.2	36.5	35.7	36.9	41.0
Tomato	54.1	50.3	56.2	52.5	50.7	62.3	51.3	56.0	55.3
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}			
Orange	24.4	25.6	21.4	29.3	21.1	21.2			
Grapefruit	21.8	23.3	19.3	19.7	24.1	27.9			
Orange-grapefruit blend	6.9	11.6	6.7	4.3	2.3	5.1			
Lemon	1.8	2.5	2.5	.9	.7	1.7			
Grape	4.3	5.8	3.0	2.5	6.0	6.5			
Pineapple	29.0	43.6	20.9	19.8	27.0	36.6			
Prune	10.6	19.6	7.8	6.8	8.4	6.1			
Tomato	31.0	42.1	26.7	17.2	29.8	47.6			

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

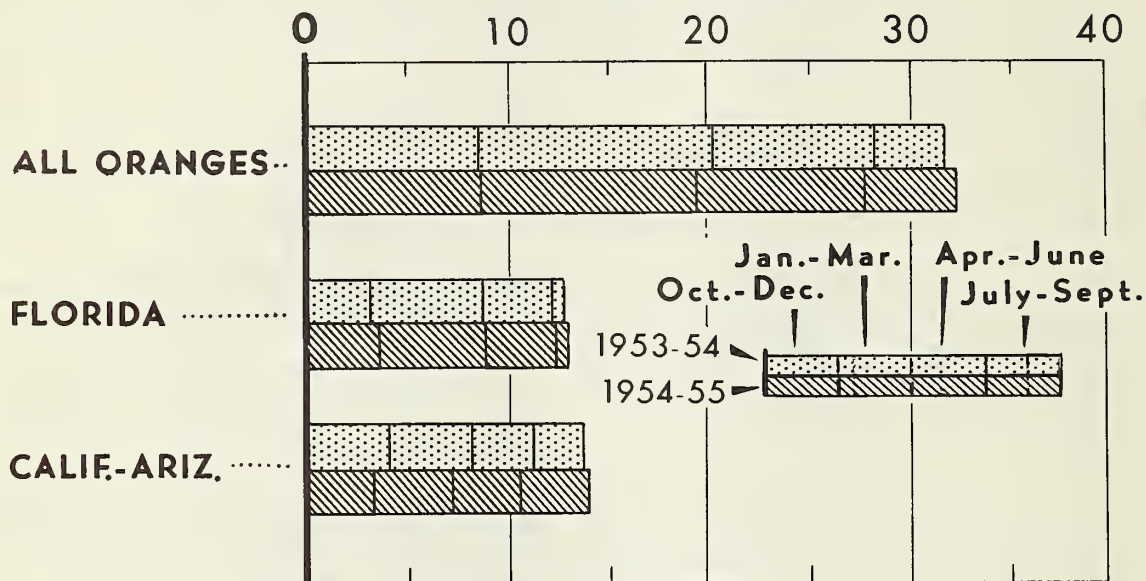
^{2/} Equivalent cases of 24 No. 2 cans--432 ounces per case.

^{3/} Includes purchases of other miscellaneous canned single-strength juice.

^{4/} 46-ounce can, except lemon juice, 5-1/2-ounce can; prune juice, 32-ounce bottle; and grape juice, 24-ounce bottle.

CONSUMER PURCHASES OF ORANGES

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1469-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 6

Table 14.-- Oranges: Consumer purchases, by quarters, October-December 1953 to date

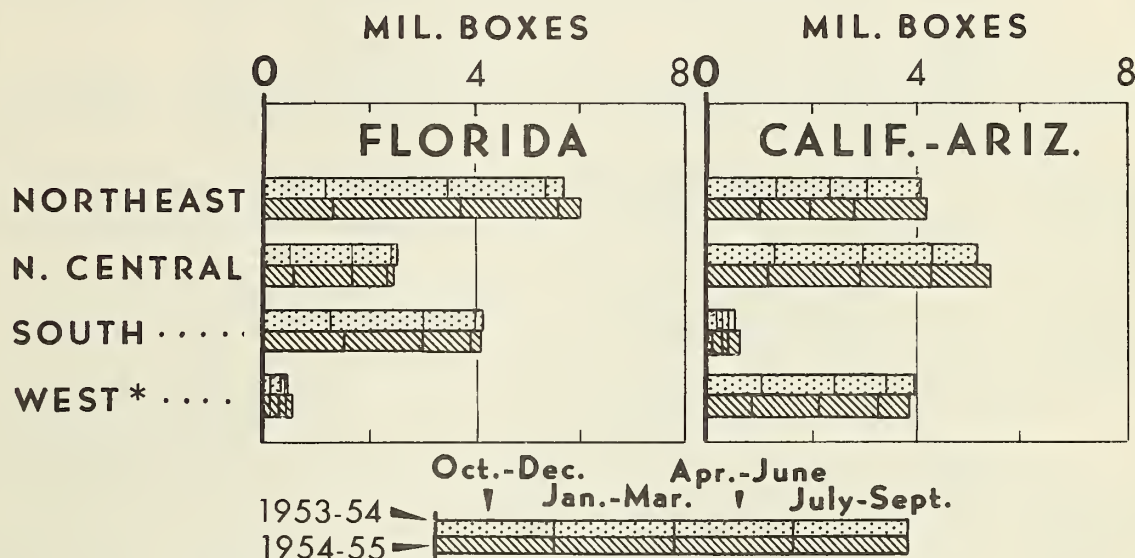
Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1953-54				
October-December	8,552	3,141	3,999	1,193
January-March	11,819	5,538	4,129	1,891
April-June	7,844	3,541	3,039	1,172
July-September	3,544	497	2,509	485
Total	31,759	12,717	13,676	4,741
1954-55				
October-December	8,612	3,660	3,271	1,321
January-March	10,931	5,044	3,935	1,650
April-June	8,215	3,561	3,430	1,156
July-September	4,512	654	3,282	549
Total	32,270	12,919	13,918	4,676

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

National Consumer Panel of Market Research Corporation of America.

FLORIDA AND CALIFORNIA-ARIZONA ORANGES

Consumer Purchases, by Regions



* INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1470-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 15.-- Oranges: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,660	3,141	1,385	1,156	695	570	1,502	1,316	63	83	1/	1/
January-March	5,044	5,538	2,317	2,361	1,022	1,185	1,514	1,811	186	155	1/	1/
April-June	3,561	3,541	1,897	1,850	628	665	881	876	138	110	1/	40
July-September	654	497	346	295	94	71	187	122	1/	1/	1/	1/
Total	12,919	12,717	5,946	5,662	2,439	2,491	4,084	4,125	412	357	38	82
California-Arizona												
October-December	3,271	3,999	1,019	1,356	1,219	1,394	164	145	306	338	563	766
January-March	3,935	4,129	891	963	1,604	1,652	128	142	345	388	967	984
April-June	3,430	3,039	872	779	1,419	1,228	77	91	324	261	738	680
July-September	3,282	2,509	1,321	992	1,139	848	175	120	227	211	420	338
Total	13,918	13,676	4,103	4,090	5,381	5,122	544	498	1,202	1,198	2,688	2,763
All oranges 2/												
October-December	8,612	8,552	2,758	2,807	2,311	2,225	2,168	1,998	679	643	696	879
January-March	10,931	11,819	3,711	3,998	3,144	3,290	2,050	2,550	849	826	1,177	1,155
April-June	8,215	7,044	3,111	3,070	2,379	2,181	1,213	1,229	585	526	927	838
July-September	4,512	3,544	1,854	1,470	1,389	1,045	477	314	307	306	485	409
Total	32,270	31,759	11,434	11,345	9,223	8,741	5,908	6,091	2,420	2,301	3,285	3,281

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 16.-- Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

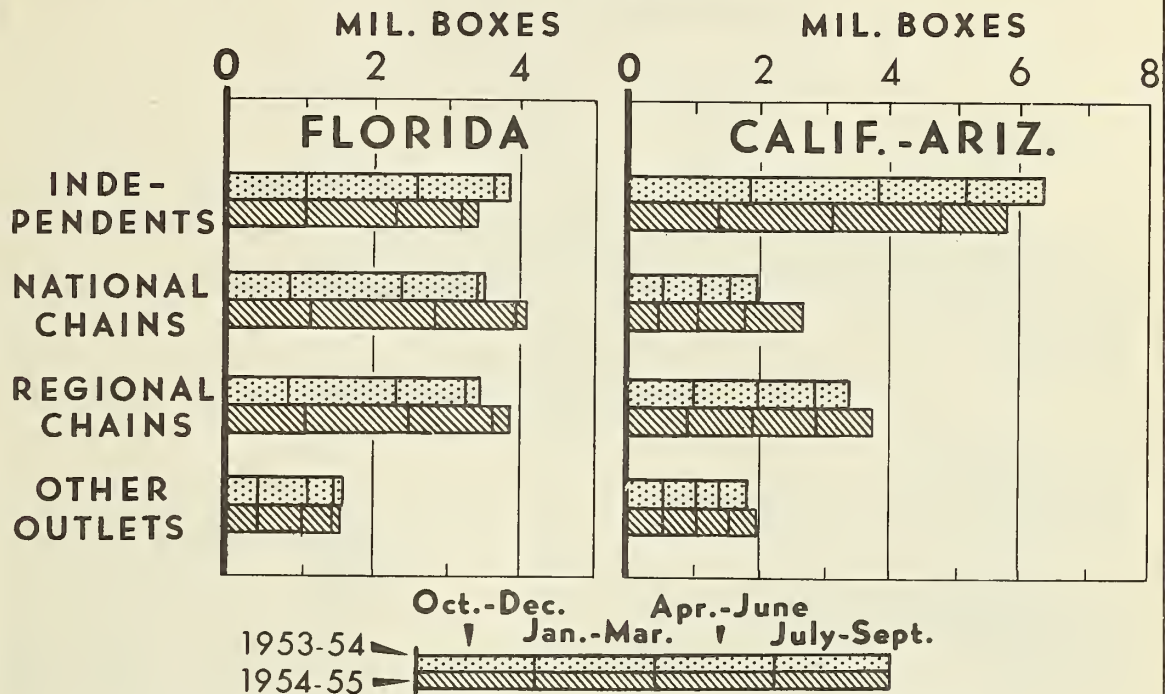
State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	28.7	33.1	33.5	38.1	31.7	34.5	24.7	28.5	33.9	34.4	1/	1/
January-March	33.3	34.3	38.4	38.8	36.1	36.3	26.9	27.6	33.4	37.8	1/	1/
April-June	38.6	40.0	41.9	43.5	40.5	40.9	31.4	31.8	42.9	43.3	53.9	53.7
July-September	45.2	51.2	49.4	56.9	45.4	53.6	40.0	41.9	1/	1/	1/	1/
California-Arizona												
October-December	47.6	38.5	54.9	44.5	43.6	40.6	37.0	37.2	49.3	42.4	41.5	28.4
January-March	43.6	42.7	56.1	55.2	46.5	45.8	37.4	40.7	44.5	45.8	35.3	31.4
April-June	46.3	43.4	59.9	62.2	47.8	50.9	43.8	46.4	47.8	50.8	37.1	35.9
July-September	44.7	54.0	48.5	60.0	44.2	52.9	44.3	56.1	52.9	61.7	36.2	42.8
All oranges 2/												
October-December	36.9	36.2	41.6	41.4	41.2	38.8	26.9	30.3	40.2	39.3	40.8	29.1
January-March	38.1	38.2	43.6	43.8	42.2	41.8	28.6	29.4	38.6	41.2	35.1	31.8
April-June	42.8	44.0	47.7	49.0	45.4	47.5	33.4	33.9	45.9	45.2	37.9	36.5
July-September	44.6	52.7	48.5	58.4	44.5	52.5	42.0	48.7	50.5	58.0	35.9	42.0
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	16.8	14.9	14.1	13.2	15.4	14.4	20.0	17.0	14.4	12.0	1/	1/
January-March	14.6	14.1	12.8	12.6	14.0	14.9	17.1	16.1	15.0	11.8	1/	1/
April-June	13.5	12.5	12.6	12.1	13.5	12.5	15.3	14.0	12.9	11.1	11.3	8.7
July-September	12.0	11.0	11.7	11.2	13.8	11.0	11.6	10.8	1/	1/	1/	1/
California-Arizona												
October-December	11.8	13.4	10.6	12.1	11.2	2.4	14.9	11.6	12.3	12.9	13.3	17.8
January-March	12.7	12.5	9.7	9.8	12.1	11.4	13.2	11.9	12.4	12.1	15.5	17.4
April-June	12.4	11.8	9.7	9.2	12.1	10.8	12.0	11.1	12.6	12.1	15.2	16.6
July-September	12.5	10.9	12.4	10.7	12.4	10.5	11.6	9.9	11.0	10.2	14.3	12.7
All oranges 2/												
October-December	14.0	13.8	12.3	12.4	12.7	12.9	18.1	15.6	13.2	12.9	13.4	17.4
January-March	13.3	13.1	11.6	11.4	12.7	12.6	15.6	14.9	13.2	12.4	15.2	17.0
April-June	12.6	12.0	11.3	11.0	12.4	11.3	13.8	12.8	12.0	12.1	14.8	16.2
July-September	12.3	10.9	12.2	10.7	12.4	10.5	11.1	10.0	11.1	10.1	14.3	13.1
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	22.8	20.4	31.7	26.4	15.1	12.4	39.4	38.7	3.8	5.4	1/	1/
January-March	31.5	35.9	53.3	53.8	22.4	25.9	38.8	52.6	11.3	9.9	1/	1/
April-June	22.0	22.8	43.1	41.9	13.6	14.3	22.7	25.4	8.4	7.2	1.1	2.6
July-September	4.1	3.1	8.0	6.8	2.1	1.6	4.8	3.2	1/	1/	1/	1/
California-Arizona												
October-December	20.4	26.0	23.3	31.0	26.5	30.3	4.3	4.3	18.3	21.9	35.7	51.9
January-March	24.5	26.7	20.5	21.9	35.2	36.0	3.3	4.1	21.1	25.1	60.8	66.5
April-June	21.2	19.6	19.8	17.6	30.7	26.5	2.0	2.6	19.7	16.8	46.3	45.8
July-September	20.5	15.8	30.4	22.8	24.9	18.8	4.5	3.2	13.8	12.6	26.6	21.5
All oranges 2/												
October-December	53.6	55.5	63.0	64.1	50.2	48.4	56.9	58.7	40.6	41.8	44.2	59.4
January-March	68.2	76.6	85.4	91.2	68.9	71.8	52.6	74.1	51.9	53.6	74.0	78.1
April-June	50.8	50.5	70.7	69.7	51.4	47.1	31.3	35.6	35.6	34.0	58.2	56.4
July-September	28.2	22.2	42.7	33.8	30.4	23.2	12.3	8.4	18.7	18.3	30.7	26.0

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

WHERE CONSUMERS BUY ORANGES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1471-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 8

Table 17.-- Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	1,047	1,031	1,176	865	1,026	829	3,660	3,141
January-March	1,284	1,650	1,669	1,610	1,479	1,514	5,044	5,538
April-June	885	1,050	1,106	1,080	1,136	1,007	3,561	3,541
July-September	202	174	133	72	208	153	654	497
Total	3,418	3,905	4,084	3,627	3,849	3,503	12,919	12,717
California-Arizona								
October-December	1,455	1,881	455	559	841	1,043	3,271	3,999
January-March	1,671	1,972	671	597	1,071	1,044	3,935	4,129
April-June	1,475	1,445	553	408	914	759	3,430	3,039
July-September	1,206	1,127	670	360	959	640	3,282	2,509
Total	5,807	6,425	2,349	1,924	3,785	3,486	13,918	13,676
All oranges ^{2/}								
October-December	3,169	3,483	1,960	1,708	2,281	2,237	8,612	8,552
January-March	3,757	4,508	2,713	2,630	3,052	3,120	10,931	11,819
April-June	2,867	3,009	1,875	1,723	2,377	2,095	8,215	7,844
July-September	1,640	1,546	899	507	1,329	921	4,512	3,544
Total	11,433	12,546	7,447	6,568	9,039	8,373	32,270	31,759

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 18.-- Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

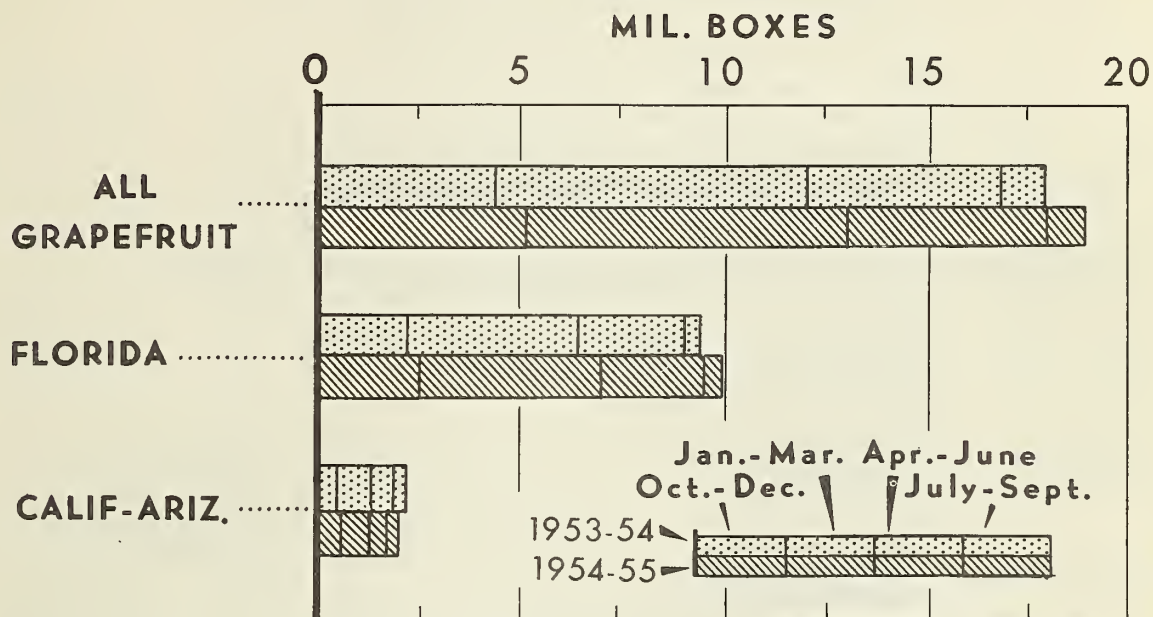
State of origin and period	Average price per dozen							
	Independent		National		Regional		All retail	
	groceries		chains		chains		outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	30.4	34.8	27.7	32.7	28.8	32.1	28.7	33.1
January-March	33.9	36.3	32.2	33.4	34.6	35.0	33.3	34.3
April-June	38.4	42.1	37.8	38.3	40.5	41.5	38.6	40.0
July-September	44.2	55.1	49.4	53.4	43.9	54.7	45.2	51.2
California-Arizona								
October-December	49.9	41.4	49.5	39.4	48.1	36.3	47.6	38.5
January-March	47.9	45.7	46.2	44.3	43.1	42.0	43.6	42.7
April-June	49.8	50.0	47.8	53.6	45.8	49.9	46.3	48.4
July-September	47.3	54.1	45.4	62.3	43.3	54.8	44.7	54.0
All oranges ^{2/}								
October-December	40.2	39.0	34.1	35.7	36.5	34.8	36.9	36.2
January-March	41.0	41.0	37.4	37.3	38.5	38.6	38.1	38.2
April-June	45.4	46.4	42.4	43.8	43.1	45.5	42.8	44.0
July-September	46.5	53.1	45.6	59.6	43.4	53.8	44.6	52.7
	Average size of purchase							
	Units		Units		Units		Units	
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	16.2	13.8	17.0	14.6	15.7	14.5	16.8	14.9
January-March	13.5	12.7	15.1	14.2	13.7	13.1	14.6	14.1
April-June	12.6	11.3	13.9	13.0	12.8	12.3	13.5	12.5
July-September	11.8	9.4	11.3	10.0	12.4	11.1	12.0	11.0
California-Arizona								
October-December	11.3	12.6	10.8	12.3	11.1	13.4	11.8	13.4
January-March	11.6	11.7	11.7	11.5	12.3	12.0	12.7	12.5
April-June	11.6	11.1	11.7	10.8	12.3	11.1	12.4	11.8
July-September	11.7	10.7	12.3	9.4	13.0	11.1	12.5	10.9
All oranges ^{2/}								
October-December	12.9	12.8	14.3	13.3	13.3	13.6	14.0	13.8
January-March	12.2	11.9	13.4	12.9	12.8	12.3	13.3	13.1
April-June	11.9	11.1	12.5	12.0	12.5	11.5	12.6	12.0
July-September	11.7	10.5	12.0	9.5	12.7	11.0	12.3	10.9

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF GRAPEFRUIT



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1472-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 9

Table 19.-- Grapefruit: Consumer purchases, by quarters, October-December 1953 to date

Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1953-54				
October-December	4,331	2,284	436	1,361
January-March	7,696	4,312	822	2,038
April-June	4,831	2,609	667	1,373
July-September	1,075	316	367	372
Total	17,933	9,521	2,292	5,144
1954-55				
October-December	5,121	2,654	502	1,406
January-March	7,874	4,130	699	2,109
April-June	4,955	2,808	495	1,433
July-September	955	352	271	313
Total	18,905	9,944	1,967	5,261

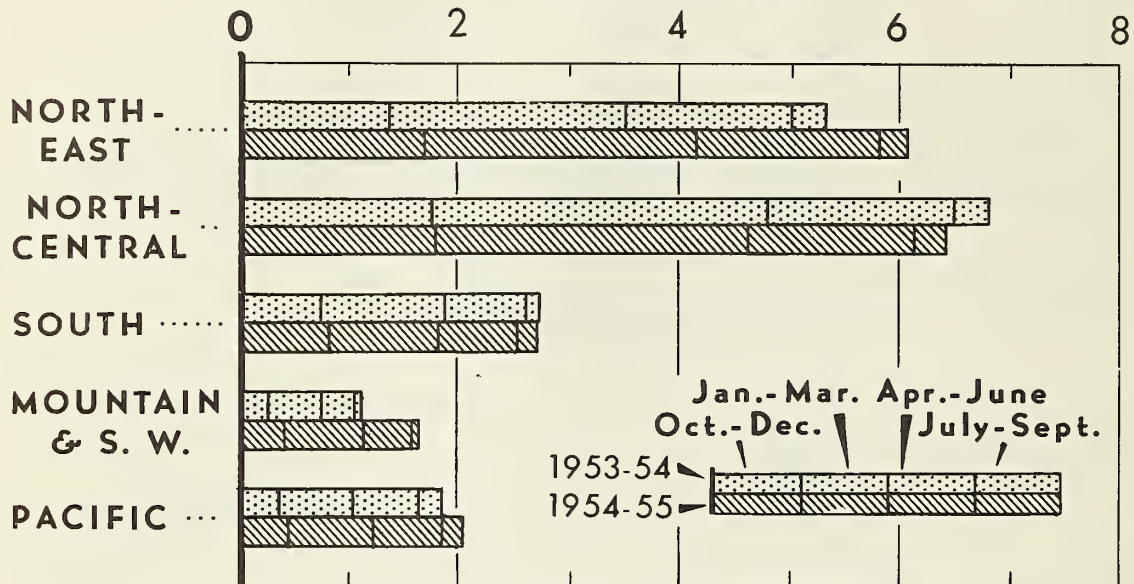
^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

National Consumer Panel of Market Research Corporation of America.

GRAPEFRUIT

Consumer Purchases, by Regions

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1473-55(11) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 20.-- Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55 ¹	1953-54	1954-55 ¹	1953-54	1954-55 ¹	1953-54	1954-55 ¹	1953-54	1954-55 ¹	1953-54	1954-55 ¹	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	2,654	2,284	1,213	923	744	789	541	461	106	69	45	42
January-March	4,130	4,312	1,948	1,635	1,233	1,696	748	799	155	124	46	58
April-June	2,808	2,609	1,301	1,118	780	839	523	500	158	86	46	66
July-September	352	316	129	164	86	73	126	70	1/	1/	1/	1/
Total	9,944	9,521	4,596	3,840	2,843	3,397	1,938	1,830	424	286	143	168
California-Arizona												
October-December	502	436	49	54	96	132	1/	1/	55	48	288	191
January-March	699	822	47	54	86	104	1/	1/	56	116	482	533
April-June	495	667	1/	1/	44	80	1/	1/	44	98	368	435
July-September	271	367	51	42	61	118	1/	28	17	29	132	150
Total	1,967	2,292	178	185	287	435	60	72	172	291	1,270	1,309
All grapefruit 2/												
October-December	5,121	4,331	1,703	1,337	1,721	1,711	804	715	400	239	433	329
January-March	7,874	7,696	2,447	2,171	2,851	3,128	1,032	1,150	757	527	787	720
April-June	4,955	4,831	1,683	1,513	1,514	1,679	739	738	400	309	619	592
July-September	955	1,075	255	326	273	323	184	168	48	60	195	198
Total	18,905	17,933	6,088	5,347	6,419	6,841	2,759	2,771	1,605	1,135	2,034	1,839

^{1/} Too few purchases reported for analysis.^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 21.-- Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	80.9	84.2	88.4	94.7	79.2	76.5	66.3	73.2	87.9	90.4	109.9	123.3
January-March	78.0	75.9	83.5	85.9	77.8	72.4	64.6	61.4	84.3	82.7	102.6	112.5
April-June	91.7	85.2	97.8	93.6	90.2	83.0	74.8	67.9	100.1	92.5	131.0	120.6
July-September	113.7	103.4	120.9	114.8	125.4	112.5	97.9	77.9	1/	1/	1/	1/
California-Arizona												
October-December	74.8	75.8	96.8	97.8	84.4	84.2	1/	1/	61.6	63.2	73.0	72.0
January-March	73.0	67.5	93.2	90.0	73.6	79.9	1/	1/	60.3	58.2	73.3	67.0
April-June	84.2	70.3	1/	1/	86.8	88.0	1/	1/	73.4	55.1	85.0	70.6
July-September	105.1	102.2	120.0	134.5	124.9	115.0	1/	127.2	128.6	112.7	92.3	85.5
All grapefruit 2/												
October-December	79.7	84.8	90.1	95.7	76.2	77.6	71.6	79.9	76.3	87.9	82.0	82.0
January-March	75.5	74.8	85.3	85.8	71.8	71.3	69.0	66.0	75.0	72.5	74.8	73.0
April-June	90.5	82.3	99.2	92.3	87.6	81.1	79.6	72.7	95.3	77.3	89.6	76.7
July-September	108.2	103.9	121.1	117.2	117.0	110.4	102.9	96.8	128.6	104.1	91.3	89.1
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	5.1	4.7	4.4	4.1	5.5	5.7	6.0	5.1	6.6	5.3	4.0	3.1
January-March	5.3	5.3	4.7	4.3	5.9	6.5	6.1	5.9	5.7	5.2	4.4	3.4
April-June	4.6	4.7	4.1	4.1	5.1	5.3	5.4	5.5	5.3	4.7	3.5	3.6
July-September	4.0	3.8	3.6	3.5	4.2	3.6	4.3	4.4	1/	1/	1/	1/
California-Arizona												
October-December	5.4	5.2	3.9	3.6	5.2	5.3	1/	1/	8.6	9.0	5.3	5.0
January-March	5.6	6.3	4.6	4.4	5.6	5.5	1/	1/	7.8	9.6	5.5	6.0
April-June	5.3	5.8	1/	1/	4.8	4.7	1/	1/	8.7	9.4	5.2	5.6
July-September	4.1	3.8	3.6	2.9	3.7	3.8	1/	3.1	2.9	3.2	4.6	4.4
All grapefruit 2/												
October-December	5.1	4.6	4.2	3.9	5.6	5.4	5.5	4.7	6.1	5.1	4.6	4.5
January-March	5.5	5.3	4.5	4.3	6.1	6.2	5.6	5.5	6.5	5.9	5.5	5.4
April-June	4.7	4.8	4.0	4.1	5.0	5.2	5.0	5.1	5.3	5.3	4.9	5.1
July-September	4.0	3.7	3.7	3.4	4.0	3.7	3.9	3.9	3.2	3.6	4.6	4.2
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	16.6	14.8	27.8	21.1	16.2	17.2	14.2	13.6	6.3	4.5	2.8	2.9
January-March	25.8	27.9	44.8	37.3	27.0	37.0	19.2	23.2	9.5	8.2	2.9	3.9
April-June	17.4	16.8	29.5	25.3	16.9	18.1	13.5	14.4	9.6	5.5	2.9	4.4
July-September	2.2	2.0	3.0	3.8	1.9	1.6	3.3	1.8	1/	1/	1/	1/
California-Arizona												
October-December	3.1	2.8	1.1	1.2	2.1	3.0	1/	1/	3.3	3.1	13.3	13.0
January-March	4.4	5.4	1.1	1.2	1.9	2.2	1/	1/	3.4	7.6	30.3	36.2
April-June	3.1	4.3	1/	1/	1.0	1.7	1/	1/	2.7	6.3	23.1	29.3
July-September	1.7	2.3	1.2	1.0	1.3	2.6	1/	.7	1.0	1.7	8.3	9.5
All grapefruit 2/												
October-December	32.0	28.2	38.9	30.6	38.8	37.2	21.1	21.0	23.9	15.5	27.5	22.4
January-March	49.2	49.9	56.3	49.6	62.5	68.2	26.4	33.3	46.3	34.2	49.5	48.7
April-June	30.8	31.0	38.2	34.4	32.8	36.2	19.1	21.4	24.3	19.8	38.9	39.8
July-September	6.0	6.7	5.9	7.5	6.0	7.2	4.8	4.3	2.9	3.6	12.3	12.6

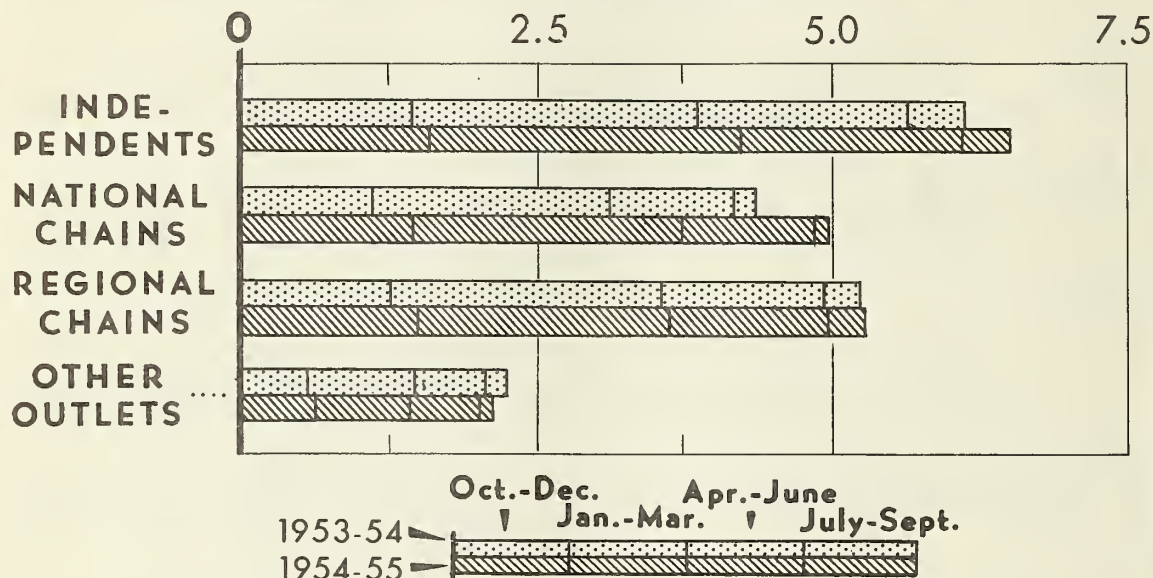
1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1474-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 22.-- Grapefruit: Consumer purchases by type of retail outlet, by quarters,
October-December 1953 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets 1/	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	634	581	881	665	777	686	2,654	2,284
January-March	1,050	1,089	1,470	1,367	1,140	1,294	4,130	4,312
April-June	873	815	765	665	800	789	2,808	2,609
July-September	143	115	30	40	106	90	352	316
Total	2,700	2,600	3,146	2,737	2,823	2,859	9,944	9,521
California-Arizona								
October-December	174	181	125	82	151	83	502	436
January-March	232	320	167	175	243	201	699	822
April-June	197	275	97	150	152	152	495	667
July-September	93	157	37	80	83	96	271	367
Total	696	933	426	487	629	532	1,967	2,292
All grapefruit 2/								
October-December	1,582	1,411	1,441	1,100	1,492	1,261	5,121	4,331
January-March	2,637	2,465	2,286	2,023	2,141	2,281	7,874	7,696
April-June	1,881	1,774	1,134	1,068	1,355	1,403	4,955	4,831
July-September	407	475	98	166	277	277	955	1,075
Total	6,507	6,125	4,959	4,357	5,265	5,222	18,905	17,933

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 23.-- Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	86.4	91.9	77.0	80.7	82.9	83.2	80.9	84.2
January-March	83.7	83.9	72.6	72.5	81.8	75.8	78.0	75.9
April-June	91.4	88.3	90.3	83.0	97.2	88.0	91.7	85.2
July-September	112.0	106.5	122.8	104.2	123.5	107.2	113.7	103.4
California-Arizona								
October-December	82.6	87.7	72.0	82.0	74.6	77.9	74.8	75.8
January-March	80.2	75.7	71.4	67.8	69.9	65.9	73.0	67.5
April-June	87.4	79.7	91.1	70.8	85.7	67.7	84.2	70.3
July-September	111.8	104.3	134.9	115.2	98.4	99.8	105.1	102.2
All grapefruit ^{2/}								
October-December	84.1	90.8	77.9	83.2	79.5	83.6	79.7	84.8
January-March	78.5	81.1	72.9	73.7	76.0	73.6	75.5	74.8
April-June	90.9	85.5	91.7	82.6	95.2	83.2	90.5	82.3
July-September	109.5	105.7	130.2	112.3	110.5	105.8	108.2	103.9
	Average size of purchase							
	Units		Units		Units		Units	
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	4.8	4.1	5.4	4.8	4.5	4.5	5.1	4.7
January-March	4.8	4.6	5.8	5.5	4.8	5.0	5.3	5.3
April-June	4.5	4.4	4.9	4.6	4.1	4.6	4.6	4.7
July-September	3.9	3.8	3.5	3.6	3.5	3.3	4.0	3.8
California-Arizona								
October-December	4.9	4.8	5.9	4.3	4.7	4.5	5.4	5.2
January-March	5.2	5.4	6.2	6.1	5.2	5.6	5.6	6.3
April-June	5.3	5.2	5.4	6.0	4.4	5.1	5.3	5.8
July-September	3.7	3.6	3.6	3.9	3.9	3.6	4.1	3.8
All grapefruit ^{2/}								
October-December	4.8	4.3	5.2	4.6	4.7	4.4	5.1	4.6
January-March	5.3	4.8	5.8	5.3	5.1	5.1	5.5	5.3
April-June	4.7	4.6	4.8	4.6	4.2	4.7	4.7	4.8
July-September	3.9	3.7	3.5	3.5	3.7	3.5	4.0	3.7

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

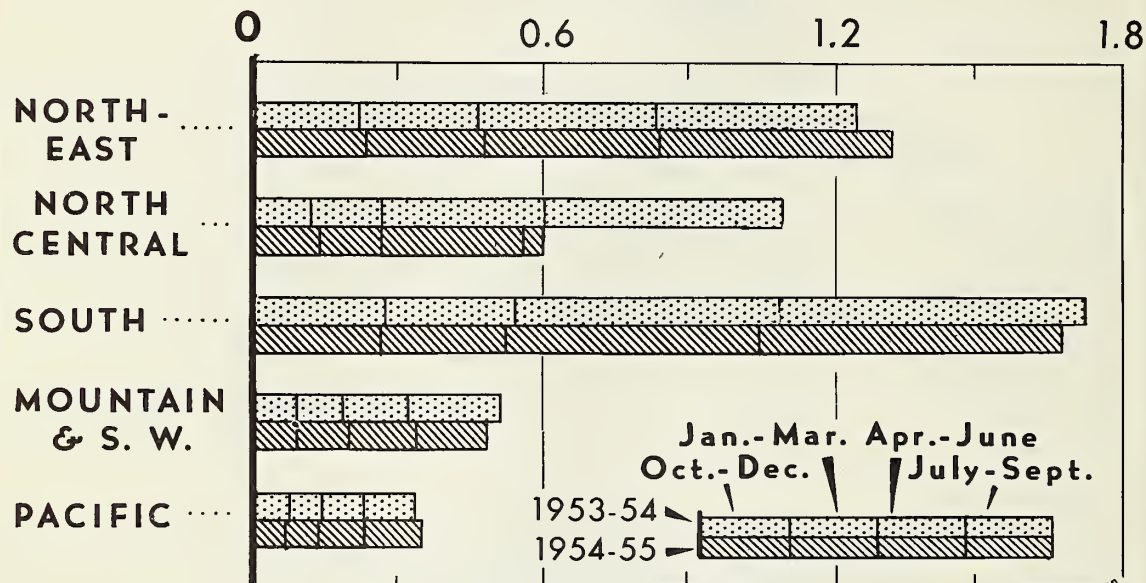
^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

LEMONS

Consumer Purchases, by Regions

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1475-55 (11) AGRICULTURAL MARKETING SERVICE

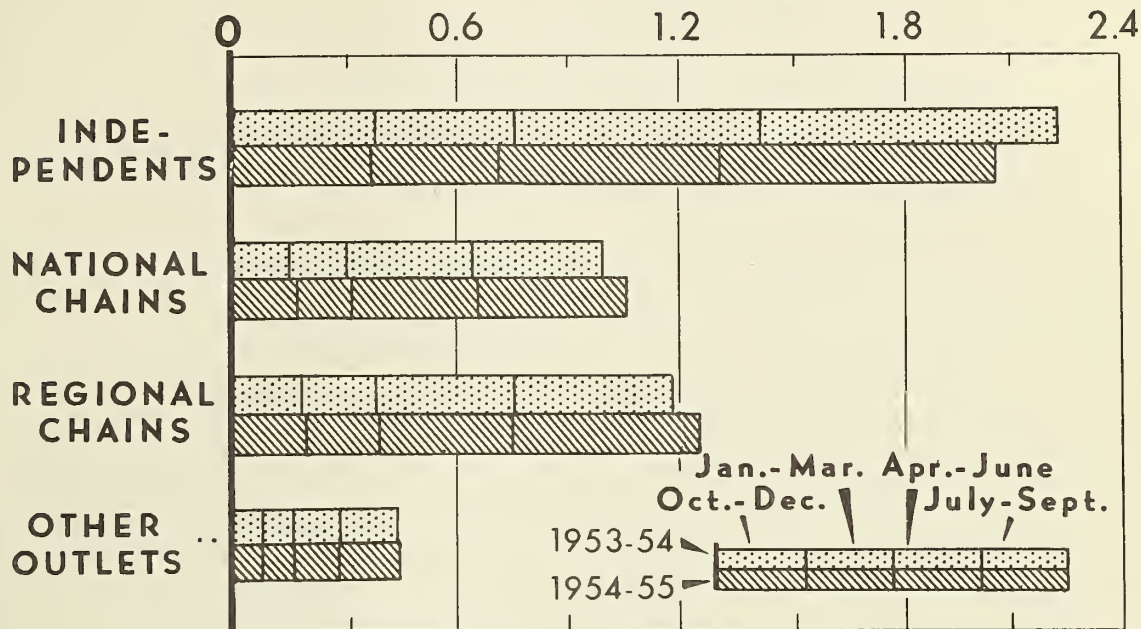
Figure 12

Table 24.-- Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	774	219	121	274	89	71	46.6	53.3	56.4	39.5	44.3	45.0
January-March	817	245	143	267	95	67	46.4	52.9	55.8	38.2	44.2	45.2
April-June	1,487	373	338	546	140	90	43.8	49.8	51.8	36.7	42.4	42.4
July-September	1,765	406	419	639	193	108	42.7	49.2	47.2	37.3	43.5	42.9
Total	4,843	1,243	1,021	1,726	517	336						
1954-55												
October-December	785	231	136	266	89	63	45.6	52.5	56.8	38.3	44.2	45.4
January-March	798	240	128	255	106	69	44.2	51.1	55.5	37.2	42.4	42.9
April-June	1,414	363	293	518	141	93	41.1	48.0	47.9	34.7	41.1	41.3
July-September	1,817	478	448	623	148	120	41.9	49.6	46.5	35.2	42.5	41.1
Total	4,814	1,318	1,005	1,662	484	345						
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1953-54												
October-December	5.9	4.8	5.0	7.5	6.4	5.7	5.0	5.0	2.6	8.0	5.8	4.8
January-March	5.6	4.7	4.6	7.1	5.9	5.4	5.3	5.7	3.1	7.8	6.1	4.6
April-June	6.8	5.5	6.4	8.3	6.6	6.4	9.6	8.4	7.3	15.8	9.0	6.1
July-September	7.4	5.9	7.6	8.6	7.1	6.4	11.1	9.3	9.3	16.9	11.5	6.8
1954-55												
October-December	6.1	4.9	5.1	7.9	6.4	5.2	4.9	5.3	2.9	7.0	5.3	4.0
January-March	6.1	4.9	4.9	7.8	6.6	5.6	5.0	5.5	2.8	6.5	6.5	4.3
April-June	7.2	5.8	6.9	8.7	7.0	6.5	8.8	8.4	6.3	13.3	8.6	5.8
July-September	7.7	6.3	8.2	9.0	7.1	6.8	11.3	11.0	9.8	16.1	9.0	7.6

WHERE CONSUMERS BUY LEMONS

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1476-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 25.-- Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Units	Units	Units	Units
	boxes	boxes	boxes	boxes								
1953-54												
October-December	376	147	177	774	45.5	48.9	48.2	46.6	6.2	5.3	5.9	5.9
January-March	379	162	196	817	45.4	47.7	48.6	46.4	5.8	5.2	5.4	5.6
April-June	660	325	378	1,414	43.7	44.5	44.3	43.8	6.9	6.5	6.7	6.8
July-September	820	361	432	1,765	42.7	43.1	43.5	42.7	7.5	7.1	7.2	7.4
Total	2,235	995	1,183	4,843								
1954-55												
October-December	366	155	189	785	45.0	47.3	48.3	45.6	6.2	5.7	5.8	6.1
January-March	351	164	195	798	44.4	44.5	46.1	44.2	6.0	5.9	6.1	6.1
April-June	593	337	368	1,414	41.7	40.6	41.0	41.1	7.1	7.4	7.2	7.2
July-September	740	406	504	1,817	42.7	41.7	41.7	41.9	7.7	7.6	7.8	7.7
Total	2,050	1,062	1,256	4,814								

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

